



U.S. AUTO SALES OVERVIEW

December, 2009 (Month, CYTD, MYTD, 12-Month Totals)

Morgan & Company, Inc.

	Monthly Totals					Calendar Year					12 Month Totals				
	December 2009	Share	December 2008	Share	Vol. % Change	2009 Total	Share	2008 Total	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change
GRAND TOTAL	1,029,461		893,834		15.2%	10,424,844		13,233,906		-21.2%	10,424,844		13,233,906		-21.2%
SAAR-Annual Rate	11,236,228		10,327,776		8.8%	10,369,244		13,234,287		-21.6%	10,369,244		13,234,287		-21.6%
TRADITIONAL DOMESTIC BRAND TOTALS (Excludes Foreign Subsidiaries)*															
GENERAL MOTORS	206,670	20.1%	218,851	24.5%	-5.6%	2,063,069	19.8%	2,933,451	22.2%	-29.7%	2,063,069	19.8%	2,933,451	22.2%	-29.7%
Car Total and Car Share	78,631	15.3%	86,702	20.5%	-9.3%	867,808	15.9%	1,239,760	18.2%	-30.0%	867,808	15.9%	1,239,760	18.2%	-30.0%
Truck Total and Truck Share	128,039	24.9%	132,149	28.0%	-3.1%	1,195,261	24.1%	1,693,691	26.3%	-29.4%	1,195,261	24.1%	1,693,691	26.3%	-29.4%
FORD MOTOR	178,063	17.3%	133,372	14.9%	33.5%	1,615,799	15.5%	1,907,864	14.4%	-15.3%	1,615,799	15.5%	1,907,864	14.4%	-15.3%
Car Total and Car Share	61,195	11.9%	43,087	10.2%	42.0%	595,671	10.9%	671,965	9.9%	-11.4%	595,671	10.9%	671,965	9.9%	-11.4%
Truck Total and Truck Share	116,868	22.7%	90,285	19.2%	29.4%	1,020,128	20.5%	1,235,899	19.2%	-17.5%	1,020,128	20.5%	1,235,899	19.2%	-17.5%
CHRYSLER GROUP LLC	86,523	8.4%	89,813	10.0%	-3.7%	931,402	8.9%	1,453,122	11.0%	-35.9%	931,402	8.9%	1,453,122	11.0%	-35.9%
Car Total and Car Share	26,830	5.2%	20,503	4.9%	30.9%	228,570	4.2%	398,119	5.8%	-42.6%	228,570	4.2%	398,119	5.8%	-42.6%
Truck Total and Truck Share	59,693	11.6%	69,310	14.7%	-13.9%	702,832	14.2%	1,055,003	16.4%	-33.4%	702,832	14.2%	1,055,003	16.4%	-33.4%
TOTAL 'DETROIT 3'	471,256	45.8%	442,036	49.5%	6.6%	4,610,270	44.2%	6,294,437	47.6%	-26.8%	4,610,270	44.2%	6,294,437	47.6%	-26.8%
Car Total and Car Share	166,656	32.4%	150,292	35.6%	10.9%	1,692,049	31.0%	2,309,844	33.9%	-26.7%	1,692,049	31.0%	2,309,844	33.9%	-26.7%
Truck Total and Truck Share	304,600	59.2%	291,744	61.9%	4.4%	2,918,221	58.8%	3,984,593	62.0%	-26.8%	2,918,221	58.8%	3,984,593	62.0%	-26.8%
IMPORT BRAND TOTALS															
JAPANESE BRANDS	415,976	40.4%	333,796	37.3%	24.6%	4,208,301	40.4%	5,236,303	39.6%	-19.6%	4,208,301	40.4%	5,236,303	39.6%	-19.6%
Car Total and Car Share	249,587	48.5%	193,573	45.8%	28.9%	2,609,355	47.8%	3,246,525	47.7%	-19.6%	2,609,355	47.8%	3,246,525	47.7%	-19.6%
Truck Total and Truck Share	166,389	32.3%	140,223	29.8%	18.7%	1,598,946	32.2%	1,989,778	31.0%	-19.6%	1,598,946	32.2%	1,989,778	31.0%	-19.6%
EUROPEAN BRANDS	87,384	8.5%	79,321	8.9%	10.2%	871,146	8.4%	1,028,027	7.8%	-15.3%	871,146	8.4%	1,028,027	7.8%	-15.3%
Car Total and Car Share	61,574	12.0%	59,703	14.1%	3.1%	653,049	12.0%	807,027	11.9%	-19.1%	653,049	12.0%	807,027	11.9%	-19.1%
Truck Total and Truck Share	25,810	5.0%	19,618	4.2%	31.6%	218,097	4.4%	221,000	3.4%	-1.3%	218,097	4.4%	221,000	3.4%	-1.3%
KOREAN BRANDS	54,845	5.3%	38,681	4.3%	41.8%	735,127	7.1%	675,139	5.1%	8.9%	735,127	7.1%	675,139	5.1%	8.9%
Car Total and Car Share	36,844	7.2%	18,969	4.5%	94.2%	506,627	9.3%	445,762	6.6%	13.7%	506,627	9.3%	445,762	6.6%	13.7%
Truck Total and Truck Share	18,001	3.5%	19,712	4.2%	-8.7%	228,500	4.6%	229,377	3.6%	-0.4%	228,500	4.6%	229,377	3.6%	-0.4%
IMPORT TOTAL	558,205	54.2%	451,798	50.5%	23.6%	5,814,574	55.8%	6,939,469	52.4%	-16.2%	5,814,574	55.8%	6,939,469	52.4%	-16.2%
Car Total and Car Share	348,005	67.6%	272,245	64.4%	27.8%	3,769,031	69.0%	4,499,314	66.1%	-16.2%	3,769,031	69.0%	4,499,314	66.1%	-16.2%
Truck Total and Truck Share	210,200	40.8%	179,553	38.1%	17.1%	2,045,543	41.2%	2,440,155	38.0%	-16.2%	2,045,543	41.2%	2,440,155	38.0%	-16.2%
BY REGION OF MANUFACTURE															
N. AMERICAN SOURCE	793,846	77.1%	675,884	75.6%	17.5%	7,698,026	73.8%	9,889,565	74.7%	-22.2%	7,698,026	73.8%	9,889,565	74.7%	-22.2%
ASIAN SOURCE	169,065	16.4%	156,025	17.5%	8.4%	2,056,751	19.7%	2,526,379	19.1%	-18.6%	2,056,751	19.7%	2,526,379	19.1%	-18.6%
EUROPEAN SOURCE	66,550	6.5%	61,925	6.9%	7.5%	670,067	6.4%	817,962	6.2%	-18.1%	670,067	6.4%	817,962	6.2%	-18.1%
GRAND TOTAL	1,029,461	100.0%	893,834	100.0%	15.2%	10,424,844	100.0%	13,233,906	100.0%	-21.2%	10,424,844	100.0%	13,233,906	100.0%	-21.2%
CAR - TRUCK SPLIT															
TOTAL CAR	514,661	50.0%	422,537	47.3%	21.8%	5,458,862	52.4%	6,805,498	51.4%	-19.8%	5,458,862	52.4%	6,805,498	51.4%	-19.8%
TOTAL LIGHT TRUCK	514,800	50.0%	471,297	52.7%	9.2%	4,965,982	47.6%	6,428,408	48.6%	-22.7%	4,965,982	47.6%	6,428,408	48.6%	-22.7%
GRAND TOTAL	1,029,461	100.0%	893,834	100.0%	15.2%	10,424,844	100.0%	13,233,906	100.0%	-21.2%	10,424,844	100.0%	13,233,906	100.0%	-21.2%



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CARS BY SOURCE REGION

N. AMERICAN CAR	360,872	70.1%	289,391	68.5%	24.7%	3,619,298	66.3%	4,554,337	66.9%	-20.5%	3,619,298	66.3%	4,554,337	66.9%	-20.5%
IMPORT CAR	153,789	29.9%	133,146	31.5%	15.5%	1,839,564	33.7%	2,251,161	33.1%	-18.3%	1,839,564	33.7%	2,251,161	33.1%	-18.3%
TOTAL CAR	514,661	100.0%	422,537	100.0%	21.8%	5,458,862	100.0%	6,805,498	100.0%	-19.8%	5,458,862	100.0%	6,805,498	100.0%	-19.8%

TRUCKS BY SOURCE REGION

N. AMERICAN LT. TRUCK	432,974	84.1%	386,493	82.0%	12.0%	4,078,728	82.1%	5,335,228	83.0%	-23.6%	4,078,728	82.1%	5,335,228	83.0%	-23.6%
IMPORT LIGHT TRUCK	81,826	15.9%	84,804	18.0%	-3.5%	887,254	17.9%	1,093,180	17.0%	-18.8%	887,254	17.9%	1,093,180	17.0%	-18.8%
TOTAL LIGHT TRUCK	514,800	100.0%	471,297	100.0%	9.2%	4,965,982	100.0%	6,428,408	100.0%	-22.7%	4,965,982	100.0%	6,428,408	100.0%	-22.7%

CORPORATE TOTALS

BMW	20,128	2.0%	18,060	2.0%	11.5%	196,502	1.9%	249,113	1.9%	-21.1%	196,502	1.9%	249,113	1.9%	-21.1%
MINI	3,489	0.3%	3,566	0.4%	-2.2%	45,225	0.4%	54,077	0.4%	-16.4%	45,225	0.4%	54,077	0.4%	-16.4%
BMW GROUP	23,617	2.3%	21,626	2.4%	9.2%	241,727	2.3%	303,190	2.3%	-20.3%	241,727	2.3%	303,190	2.3%	-20.3%
CHRYSLER	18,122	1.8%	19,453	2.2%	-6.8%	177,015	1.7%	335,108	2.5%	-47.2%	177,015	1.7%	335,108	2.5%	-47.2%
DODGE	47,591	4.6%	47,269	5.3%	0.7%	522,686	5.0%	784,113	5.9%	-33.3%	522,686	5.0%	784,113	5.9%	-33.3%
JEEP	20,810	2.0%	23,091	2.6%	-9.9%	231,701	2.2%	333,901	2.5%	-30.6%	231,701	2.2%	333,901	2.5%	-30.6%
CHRYSLER GROUP LLC	86,523	8.4%	89,813	10.0%	-2.9%	931,402	8.9%	1,453,122	11.0%	-33.3%	931,402	8.9%	1,453,122	11.0%	-33.3%
FORD	158,215	15.4%	115,446	12.9%	37.0%	1,440,653	13.8%	1,680,321	12.7%	-14.3%	1,440,653	13.8%	1,680,321	12.7%	-14.3%
LINCOLN	10,467	1.0%	9,053	1.0%	15.6%	82,847	0.8%	107,295	0.8%	-22.8%	82,847	0.8%	107,295	0.8%	-22.8%
MERCURY	9,381	0.9%	8,873	1.0%	5.7%	92,299	0.9%	120,248	0.9%	-23.2%	92,299	0.9%	120,248	0.9%	-23.2%
VOLVO	5,638	0.5%	4,953	0.6%	13.8%	61,435	0.6%	73,102	0.6%	-16.0%	61,435	0.6%	73,102	0.6%	-16.0%
FORD MOTOR	183,701	17.8%	138,325	15.5%	32.8%	1,677,234	16.1%	1,980,966	15.0%	-15.3%	1,677,234	16.1%	1,980,966	15.0%	-15.3%
BUICK	12,237	1.2%	8,909	1.0%	37.4%	102,306	1.0%	137,197	1.0%	-25.4%	102,306	1.0%	137,197	1.0%	-25.4%
CADILLAC	14,745	1.4%	13,235	1.5%	11.4%	109,092	1.0%	161,159	1.2%	-32.3%	109,092	1.0%	161,159	1.2%	-32.3%
CHEVROLET	135,129	13.1%	136,733	15.3%	-1.2%	1,338,612	12.8%	1,790,519	13.5%	-25.2%	1,338,612	12.8%	1,790,519	13.5%	-25.2%
OLDSMOBILE	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
PONTIAC	8,410	0.8%	16,446	1.8%	-48.9%	178,300	1.7%	267,348	2.0%	-33.3%	178,300	1.7%	267,348	2.0%	-33.3%
GMC	30,740	3.0%	28,788	3.2%	6.8%	253,053	2.4%	361,739	2.7%	-30.0%	253,053	2.4%	361,739	2.7%	-30.0%
HUMMER	325	0.0%	2,170	0.2%	-85.0%	9,046	0.1%	27,485	0.2%	-67.1%	9,046	0.1%	27,485	0.2%	-67.1%
SATURN	5,084	0.5%	12,570	1.4%	-59.6%	72,660	0.7%	188,004	1.4%	-61.4%	72,660	0.7%	188,004	1.4%	-61.4%
SAAB	868	0.1%	1,179	0.1%	-26.4%	8,680	0.1%	21,368	0.2%	-59.4%	8,680	0.1%	21,368	0.2%	-59.4%
GENERAL MOTORS	207,538	20.2%	220,030	24.6%	-5.7%	2,071,749	19.9%	2,954,819	22.3%	-29.9%	2,071,749	19.9%	2,954,819	22.3%	-29.9%
ACURA	10,575	1.0%	10,680	1.2%	-1.0%	105,723	1.0%	144,504	1.1%	-26.8%	105,723	1.0%	144,504	1.1%	-26.8%
HONDA	96,568	9.4%	75,405	8.4%	28.1%	1,045,061	10.0%	1,284,261	9.7%	-18.6%	1,045,061	10.0%	1,284,261	9.7%	-18.6%
HONDA MOTOR	107,143	10.4%	86,085	9.6%	24.5%	1,150,784	11.0%	1,428,765	10.8%	-19.5%	1,150,784	11.0%	1,428,765	10.8%	-19.5%
HYUNDAI	33,797	3.3%	24,037	2.7%	40.6%	435,064	4.2%	401,742	3.0%	8.3%	435,064	4.2%	401,742	3.0%	8.3%
ISUZU	0	0.0%	188	0.0%	-100.0%	165	0.0%	4,757	0.0%	-96.5%	165	0.0%	4,757	0.0%	-96.5%



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KIA	21,048	2.0%	14,644	1.6%	43.7%	300,063	2.9%	273,397	2.1%	9.8%	300,063	2.9%	273,397	2.1%	9.8%
MAZDA	18,255	1.8%	17,965	2.0%	1.6%	207,767	2.0%	263,949	2.0%	-21.3%	207,767	2.0%	263,949	2.0%	-21.3%
MERCEDES / MAYBACH	20,906	2.0%	20,855	2.3%	0.2%	205,199	2.0%	249,750	1.9%	-17.8%	205,199	2.0%	249,750	1.9%	-17.8%
MITSUBISHI	4,355	0.4%	4,570	0.5%	-4.7%	53,986	0.5%	97,257	0.7%	-44.5%	53,986	0.5%	97,257	0.7%	-44.5%
NISSAN	64,296	6.2%	53,829	6.0%	19.4%	689,014	6.6%	838,361	6.3%	-17.8%	689,014	6.6%	838,361	6.3%	-17.8%
INFINITI	9,108	0.9%	8,273	0.9%	10.1%	81,089	0.8%	112,990	0.9%	-28.2%	81,089	0.8%	112,990	0.9%	-28.2%
NISSAN MOTOR	73,404	7.1%	62,102	6.9%	18.2%	770,103	7.4%	951,351	7.2%	-19.1%	770,103	7.4%	951,351	7.2%	-19.1%
PORSCHE	2,118	0.2%	2,154	0.2%	-1.7%	19,696	0.2%	26,035	0.2%	-24.3%	19,696	0.2%	26,035	0.2%	-24.3%
SUBARU	23,074	2.2%	17,287	1.9%	33.5%	216,652	2.1%	187,699	1.4%	15.4%	216,652	2.1%	187,699	1.4%	15.4%
SUZUKI	1,885	0.2%	3,650	0.4%	-48.4%	38,695	0.4%	84,865	0.6%	-54.4%	38,695	0.4%	84,865	0.6%	-54.4%
JAGUAR	1,245	0.1%	800	0.1%	55.6%	11,954	0.1%	14,733	0.1%	-18.9%	11,954	0.1%	14,733	0.1%	-18.9%
LAND ROVER	3,575	0.3%	2,465	0.3%	45.0%	26,286	0.3%	28,960	0.2%	-9.2%	26,286	0.3%	28,960	0.2%	-9.2%
TATA MOTORS LTD	4,820	0.5%	3,265	0.4%	47.6%	38,240	0.4%	43,693	0.3%	-12.5%	38,240	0.4%	43,693	0.3%	-12.5%
TOYOTA	155,524	15.1%	114,460	12.8%	35.9%	1,496,213	14.4%	1,843,669	13.9%	-18.8%	1,496,213	14.4%	1,843,669	13.9%	-18.8%
LEXUS	28,565	2.8%	23,362	2.6%	22.3%	215,975	2.1%	260,087	2.0%	-17.0%	215,975	2.1%	260,087	2.0%	-17.0%
SCION	3,771	0.4%	4,127	0.5%	-8.6%	57,961	0.6%	113,904	0.9%	-49.1%	57,961	0.6%	113,904	0.9%	-49.1%
TOYOTA MOTOR	187,860	18.2%	141,949	15.9%	32.3%	1,770,149	17.0%	2,217,660	16.8%	-20.2%	1,770,149	17.0%	2,217,660	16.8%	-20.2%
VOLKSWAGEN	20,387	2.0%	17,577	2.0%	16.0%	213,453	2.0%	223,128	1.7%	-4.3%	213,453	2.0%	223,128	1.7%	-4.3%
AUDI	9,030	0.9%	7,712	0.9%	17.1%	82,716	0.8%	87,761	0.7%	-5.7%	82,716	0.8%	87,761	0.7%	-5.7%
VAG	29,417	2.9%	25,289	2.8%	16.3%	296,169	2.8%	310,889	2.3%	-4.7%	296,169	2.8%	310,889	2.3%	-4.7%
GRAND TOTAL	1,029,461	100.0%	893,834	100.0%	15.2%	10,424,844	100.0%	13,233,906	100.0%	-21.2%	10,424,844	100.0%	13,233,906	100.0%	-21.2%

Source: Morgan & Company, Inc. Ph: 616-842-0031 Email: info@morgancom.com Web: www.morgancom.com

* Traditional Big 3 (the Detroit 3) excluding foreign subsidiaries and affiliates.

SAAR is Seasonally Adjusted Annual Rate.

Model Year is October 1 through September 30.

Table includes light vehicle sales as reported by the automakers, and may differ from information provided by other sources.

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